

## The Real State of the Property Market



Conflicting reports regarding the housing market continue to flood the media. Whatever opinion you hold we cannot ignore the fact that these are difficult times and houses simply will not sell themselves. That is not to say homes are not selling, of course they are, but in order to rise above these tougher times and to serve their clients well, estate agents must work harder and invest more.

At Velo Estates we pride ourselves on doing just this. Our innovative marketing strategies have proved to engage prospective buyers and actually encourage them to view more properties both online and in person. Professional photography and marketing advice, together with our high quality property brochures affords your home the presentation it most certainly deserves. At Velo Estates we give all properties, however small, the same care and attention.

Our interactive technology is an undeniable asset, but in order for it to work, it has to reach the attention of prospective buyers. To this end, our substantial advertising budget is channelled with military-style precision. We target genuine home seekers and expose our housing stock to millions of potential home buyers on a daily basis.

Present market conditions may well contrast to the boom times of late, but that is no excuse for property agents to sit back dwelling on the good old days. Outdated marketing practices and token approaches to online advertising will not suffice in these times of change.

**If you are serious about selling your home, we hope that by now you will have realised that we are too.**

**For your free market appraisal and demonstration of our services call us today on: 01706 344224**



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*It is with this in mind that Philip Barrett, member of the National Association of Estate Agents (NAEA) and M.D at Velo Estates provides some handy tips....*

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## Noisy Neighbours

An ever expanding population in the U.K. means that many people are living in closer proximity to their neighbours than ever before. Everyday noise is to be expected but what do you do if noisy neighbours are a real problem?



"It is clearly in everyone's interests to resolve any dispute amicably", says National Association of Estate Agents member Janice Percy, joint Managing Director at Velo Estates.

First and foremost, do try discussing the issues you have directly with your neighbour. If this is not viable, try contacting your local council or Citizens Advice Bureau, they can offer practical advice and may even be able to provide a mediator to help solve the problem.

With the most common complaints concerning everyday noise such as barking dogs, loud music or television, alarms, shouting and DIY activities, people are often unaware they are causing a problem and will be happy to try to reach a compromise. However, if the problem continues you may find it useful to start a diary of occurrences. Record dates, times and source of the noise as well as the effect on you. You should also make a note of any conversations with your neighbour and what, if anything was agreed.

If the problem persists, you can contact your local Environmental Health Department who must take "all reasonable steps" to investigate your complaint. Legal action should always be a last resort as it will sour relationships further and is expensive and time consuming.

Homeowners are reminded that disputes with neighbours must be declared prior to exchange of contracts and will be disclosed to your buyer. This may have negative consequences when it comes to selling your home and could even affect the value. All the more reason for amicable resolution where possible."

## Getting on the Property Ladder

Buying your first home can be a daunting experience, especially in the present climate. It is with this in mind that Philip Barrett, member of the National Association of Estate Agents (NAEA) and M.D at Velo Estates provides some handy tips:

"Before you go house shopping get a mortgage in principle agreed. Lenders are becoming more selective, so try a few lenders to see you can offer you the best deal. Once you have this you will know exactly how much you can afford to spend. This will help you be realistic about what you will get for your money and prevent any disappointments.

Once you have your budget set, speak to a good local estate agent. They will be able to discuss your expectations and advise you about what you can expect to get for your money. Try to remember that your first home may not be your dream home, you may have to climb the ladder a few times before you get there!

Do as much research into the area as possible. Online property portals will help you gain an insight into the local market. If property is out of your price range, consider an alternative area or maybe buying with a friend. Bear in mind that as a first time buyer you may be able to capitalise on the fact that you can make a quick move, as you are not attached to a chain."



## Advice to Novice Property Developers



With property prices booming in the U.K. many would-be developers are buying houses to renovate in the hope of making a quick profit. It is worth bearing in mind, however, that even the most experienced developers can find themselves under pressure and over budget. So, how can novice developers avoid these pitfalls and ensure their renovations are as stress free as possible?

"We advise sticking to familiar local areas and starting with simple renovations," says Jude Beauteament, member of the National Association of Estate Agents (NAEA) and Joint Managing Director at Velo Estates.

"You will have a much better idea of what will attract potential buyers in your local area rather than buying further out to save money on a cheaper property.

If you can control your costs you will maximise your profit margin. We find most people underestimate how much they will need to spend so we recommend adding on a 15% contingency budget to cover any unexpected costs. If you have little or no experience of building or renovation, one option is to buy a dated property and make superficial changes, such as redecorating, laying new carpets and floors or adding an up to date kitchen or bathroom. Whilst your profits might not be a big as you would hope for, this is a good way to feel more comfortable dealing with tradesmen and if anything does go wrong it will be easier to fix.

Once you start dealing with surveyors, planning officers and architects, there is much more that could go wrong and with potentially far more disastrous results.

If a house has been on the market for a long time, it may be that there is not much profit to be made so it will not deliver the return most people hope to make. Our advice is to research, research, research and start small. Move on to bigger projects as you grow in confidence."

## Giving Something Back



- The Estate Agency Foundation (EAF) is dedicated to helping eliminate the causes of homelessness
- The EAF brings together the whole Estate Agency industry to contribute to a major issue faced by all communities in the UK
- The EAF will raise funds from member agents activities which will be distributed to established and recognised charities who work in relevant fields

**Velo Estates** are delighted to be an affiliate of this most worthy cause and will continue supporting the Estate Agency Foundation throughout 2008 and beyond.

**Estate Agency Foundation**

[www.estateagencyfoundation.org](http://www.estateagencyfoundation.org) 'Combating the causes of homelessness'

## Urgent Sale Required



If you are looking to sell your property urgently there are several things you can do to increase your chances. Philip Barrett, M.D. of Velo Estates explains the best ways to achieve that quick sale:

"By realistically pricing your property you will significantly increase your chances of a fast sale. Your agent will be the best person to guide you on this. Don't dismiss any low offers without thinking them through; a swift sale may save you money in the long run.

First impressions count. Think about the way your house is presented both inside and out. A fresh coat of paint can make all the difference. Tidy the front of your house and clean your front door. If you have a front garden make sure it is well maintained.

The inside of your house should be as free from clutter as possible. Have a good clear out, this will help in preparation for moving. The kitchen is always a key selling point so ensure it is clean and that all dishes are washed and put away. Do all the small jobs you haven't got around to, such as changing that light bulb and fixing that squeaky door. If a potential buyer is undecided about your property, it is these small things that could be the difference between a sale or them walking away.

You could consider selling your house through auction. If this is a viable option choose your auctioneer with care, as you will be giving them the sole signing authority for the sale. Also be sure to understand the cost implications if your property fails to sell at the auction. Typically speaking substantial up-front fees will be required and of course there is no guarantee of your property selling. Whereas an estate agency such as Velo Estates will invest all that is needed without any up-front payment and sell your home on a no sale no fee basis."

We market ALL our properties on:



TIMESONLINE



ROCHDALE, NORDEN, BAMFORD, MILNROW, LITTLEBOROUGH



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**INTRODUCTORY OFFER !**

**£995 + vat 'NO SALE - NO FEE'  
'NO UP-FRONT PAYMENTS' WHATSOEVER!**

We truly believe that no other estate agency can come anywhere close to matching this unbeatable, strictly limited offer:

Free market valuation and interactive demonstration of how your home will be marketed

Superbly produced, luxury A3 & A4 property brochures

Professional interior/exterior wide angled photography

Spectacular 360 degree virtual tours of your home

Superb CAD drawn floor plans

Extensive advertising

Highly skilled and fully qualified NAEA staff at your disposal

Comfort in the knowledge that you are dealing with a professional company dedicated and committed to looking after your interests at all times

**Tel: 01706 344224 www.veloestates.co.uk**

Here are 10 very good reasons why you should use **Velo Estates** when selling your property:

1. Free, no obligation, market valuation
2. Probably the most competitive fees in the marketplace
3. A full demonstration of our service and personal marketing advice
4. 360-degree virtual tours on ALL properties
5. Skilfully-shot, wide-angled photography
6. Luxury A4 and A3 colour brochures with professionally drawn floorplans
7. Communication! Regular progress reports and feedback after viewings
8. Great advertising campaigns and media exposure
9. Exciting, interactive internet marketing
10. All staff are fully qualified NAEA estate agents

Velo Estates is a national estate agency business with the head-office being owned and based in Rochdale.

We are opening a chain of super high-tech offices throughout the UK commencing April 14th 2008.

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For Sale

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